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A
CENTURY OF
INDUSTRIAL PROGRESS
IN NEWTON, Iowa

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A CENTURY OF INDUSTRIAL PROGRESS IN NEWTON

By

Ivan F. Woodrow

Publisher's Note

The author of this series of articles on industry in Newton, Ivan F. Woodrow, was born and raised here. He first became associated with manufacturing in 1915. He was a director and vice president of the Woodrow Manufacturing Co., and the Automatic Co. (until he resigned in 1951) and served as chairman of the board of the Newton Industrial Assn., which comprised all major industries of Newton.

A member of Who's Who in Commerce and Industry, Woodrow has written articles on business for newspapers, magazines and trade publications.

He now maintains an office at 202½ North 2nd Ave. West, where he works with designers and inventors as a consultant in marketing, manufacturing and patent negotiations.

Price \$1.00

Published by News Printing Co.

This book is dedicated to the courteous and efficient staff of the Newton Public Library who sensed the need for a written record of the subject material, and encouraged me to undertake the research and authorship.

—Ivan F. Woodrow

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Genius may be described as the spirit of discovery. It is the eye of intellect, and the wing of thought. It is always in advance of its time — the pioneer for the generation which it precedes.

—Simms

July 21, 1961
Preface
Newton
Industry
Simms

PREFACE

In an attempt to record for posterity some of the history of Newton industry, we find there is very little reference information available and there are bound to be some inaccuracies and unintentional omissions. We have covered a period of more than one hundred years and while great progress in industry has been made, we cannot refrain from some conjecture as to what might have been accomplished but for the lack of capital and aggressive exploitation. It is obvious we had pioneers who were blessed with originality and inventive talent, but many

of the elements on which growth depends were lacking. Industry is truly an adventure fraught with obstacles, hazards and challenges. This pattern remains constant and applies to the community as well as the individual.

We express our appreciation to the local manufacturers for their splendid cooperation and acknowledge with gratitude the help provided by Harry Skow, Charles Hunter, Joe Eyerly, Henry Schaumberg, Roy Allen, County Recorder Margaret Baker, John O'Leary, the library staff and the hundreds of others who so graciously supplied information.

Simms

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A CENTURY OF INDUSTRIAL PROGRESS IN NEWTON, IOWA

By
Ivan F. Woodrow
1961

The comparatively short history of industrial development in Newton follows a pattern similar to "The Parable of the Sower" as related in Matthew 13. It was only the seeds which fell on good soil which brought forth grain, "some an hundredfold, some sixty, some thirty".

Ideas may be likened to seeds in that they must be planted, nourished, cultivated, developed and harvested. During the past century, there have been approximately one hundred manufacturing concerns in Newton. Some withered and died, some were choked out by the weeds, and some "brought forth grain, some an hundredfold, some sixty, some thirty". As of 1960, twenty of the total survive.

It would be grossly unfair to put the stamp of failure on the firms which have gone out of business. During their periods of operation, they provided employment, helped in the support and general welfare of the community, contributed to the training of workmen, and in many cases paid a return to the investor. Unlike many communities which have gone afield and offered inducements to attract manufacturers, Newton industry might be classified as "native born". We had the good fortune to have

men with ideas and vision, men with mechanical skill, men with management ability, and men with capital they were willing to risk.

As we review this development it becomes very obvious that the human element has been the most important factor in the progress which has been made. We lacked almost every other advantage considered essential to industrial growth. Our natural resources were extremely limited, and we were restricted to rail transportation comprising only one main line. We were required to rely on steam power to a large extent until electricity became available. The first electric plant was of limited capacity and was direct current. It was operated almost solely for lighting and for some time was operated only at night. We were far away from water transportation or water power and our sources of supply for most materials were quite distant. There were few sources of capital available and most of this responsibility rested in individuals, as local banks were restricted largely to personal loans. In spite of these limitations, Newton grew and prospered, and became known as "The Washing Machine Center of the World".

PIONEERS

Pioneers are those who are first in any field of inquiry, enterprise, or progress.

Most of us are inclined to think of pioneers as those who blazed the trails, cleared the land for farming and established communities throughout the vast and unsettled portions of our country. While we recognize and revere this type of pioneer who endured hardships, disappointments and suffering, we should not forget the men with vision, and inventive imagination who pioneered our industries. Their genius, toil and risk of capital have had much to do with the progress of our individual communities and have contributed much to our comfort and welfare. As the late Edgar Guest expressed it in his poem "Growth", "All earthly triumph has its price; in patience, toil and sacrifice."

The men who laid the foundation of industry in Newton did not have the advantage of Engineering technology, reference books, elaborate equipment and the great variety of metals and materials which are available today. Where we now first explore an idea on the drawing board, these men used crude pencil sketches made on scraps of paper or boards.

Much of the experimentation was based on trial and error. Machine tools and hand tools were limited and it was often necessary to fashion a part with the use of forge and anvil. There were no experimental departments, but shops were small and a workman was only

a few steps away from the small variety of equipment he chose to use. Shop orders and paper work were nil and a man engaged in experimentation had "the run of the shop". Although the methods were crude and unorthodox, the end result of a model was often accomplished in less time than it now takes to portray an idea on the drafting board. When we see models or pictures of products developed in this early era, we may find them amusing, but when we take into consideration the very crude facilities and the materials of those times, we should praise rather than ridicule.

Who were these pioneers to whom we owe so much? They were bankers, farmers, lawyers, business men, salesmen, clerks and laborers who were seeking ways to improve our way of life. As Isaac Taylor, the English philosopher expressed it some four generations ago, "The great inventor is one who has walked forth upon the industrial world, not from universities, but from hovels; not as clad in silks and decked with honors, but as clad in fustian and grimed with soot and oil". These were the characteristics of the men of whom we write.

FACILITIES AND CUSTOMS

We believe some comments concerning the manufacturing facilities and customs which prevailed in Newton during the early 1900s may be of interest to readers and may bring back memories to those familiar with the era.

With transportation limited to walking, bicycles, and horses, it was only natural to locate plants near the center of town. There was a preference for sites adjacent to the railroad but because of the rough terrain along the Rock Island tracks, only about 400 lineal yards were conveniently located and suitable. The total floor space occupied by all manufacturing plants in Newton was approximately 160,000 square feet as compared to 2,114,153 square feet occupied by The Maytag Co. alone in 1960.

All buildings were of wood, brick or tile construction which meant that only the first floor could be of concrete or brick. Windows were small, the lighting poor and the heat inadequate or poorly distributed. There were no inside toilet facilities, wash rooms, lockers, sprinkler systems, drinking fountains or vendors. Few had time clocks and one wall phone in the office served all for outside communication. Some provided hitch racks for horses and a special place for bicycles. There were no fences surrounding the buildings.

In most of the earlier plants, the work week was sixty hours, — ten hours a day and six days a week, and there was no pay for overtime. Hourly rates were not considered and a man was paid by the day or by the week. The pay ranged from 50 cents a day for a boy apprentice to \$3.00 per day for a skilled workman. Physical exams, workmen's compensation, social security, tax with-

holding, paid vacations, insurance, pensions and coffee breaks were nonexistent.

A man seeking employment in the smaller plants was free to walk in the back door, locate the boss and complete the negotiations right on the spot. If given a job, the boss would enter his name and rate of pay in the time book which he often carried in his pocket. It was not uncommon for each workman to be required to sweep up in the area in which he worked. Many of the men had to be versatile and were often moved from one department to another each day. Starting time and quitting time were signaled by loud steam whistles which could be heard throughout the town. If a small plant did not have a whistle, they would time their work-day by one nearby.

There were no conveyors nor lift trucks and heavy hoisting was done with block and tackle. There was no paint spray equipment and much of the finishing was done with hand brushes. Except for carloads shipped by factories with rail trackage, all outgoing shipments had to be conveyed to the freight depot by horse and wagon. Parcel post was unknown and fast shipments were made by express. Practically all of the record keeping was in long hand and there were no adding machines. In spite of these many handicaps there was a great sense of loyalty to the employer and the product.

History is but the development and revelation of Providence.

—Kossuth

EARLY INDUSTRY

As near as we can determine, the original industry in Newton was a flour mill operated by steam and established in 1858 by Mr. Putnam Danner. Previously, it had been necessary for farmers to haul their grain to Oskaloosa, wait in line for it to be processed and then drive back to Newton. By team and wagon, the trip sometimes took three days.

The next industry, though small, was established in 1866 by a Mr. A. T. Ault who made patent medicines.

Another venture of this early period was the manufacture of barbed wire by the Newton Barbed Wire Company. As suitable fencing became required for the many farms being settled and divided, there were many small plants established throughout the country to take care of local requirements for fencing. Patent litigation developed and after an extensive court fight, the patents were upheld. It is reported that this put an end to the small independent producing plants. The facilities of the Newton plant were taken over by The Newton Stove Works. This firm was sponsored by Mr. Albert K. Lufkin and a Mr. Campbell. Most of the homes of that period were heated by stoves and there was quite a demand for this equipment as well as replacement parts for competitive makes.

It is understood that this firm supplied stoves and replacement parts for many dealers in the surrounding territory. Subsequently, Mr. Campbell

moved to Des Moines, started the Campbell Heating Company and became a very successful manufacturer of stoves and furnaces.

As noted in another portion of this article, the old stove factory building 30 ft. x 40 ft. was taken over in 1893 by the Parsons Band Cutter and Self Feeder Company which later became the Maytag Company.

There was another venture in the manufacture of fencing during this period. Mr. Jacob Edward Maytag, a brother of Mr. F. L. Maytag, set up a shop to produce picket fence in various lengths. This fence was made by taking ordinary lath, pointing one end, and interlacing the lath with wire. This was very similar to the snow fences now used by the highway department.

A small gray Iron foundry was established and operated by a Mr. Brown in about 1885. This occupied a small building located on the site of the original buildings of Maytag Plant 1.

In 1893 the Brown Machine Shop was established by Mr. James Brown and his cousin, Mr. Gabriel "Gib" Brown. They engaged in general machine work and also produced parts for various products. They occupied a building located on the corner of West 4th Street north and 2nd Ave. "Gib" later went with Parsons Band Cutter and Self Feeder Co. and from there to the One Minute Company as shop superintendent.

The Newton Canning Company started to provide a con-

venient outlet for more of the local farm and garden products. The plant was located in the 400 block between East 2nd Street South and 3rd Street South. As near as we can determine, this venture was financed by local citizens including a Mr. Jerome Cotton. Mr. Willis McLaughlin served as General Manager. The plant was completely destroyed by fire at about the turn of the century and was not rebuilt.

The Parsons-Rich Company was located in a brick building at the corner of West 4th Street North and 3rd Avenue. This business was started by Mr. George W. Parsons and Mr. F. S. Rich and they produced a feeder which was sold in competition with the original "Success" feeder designed by Mr. Parsons. After a short period of operation the plant was completely destroyed by fire and the Parsons Hawkeye Mfg. Co. was formed to take over the business.

The Randolph Stacker Works was founded by Mr. A. C. Randolph and a plant established north of the Rock Island tracks on the site now occupied by the Newton Foundry Company. Their product was a stacker attachment for grain threshing machines. It provided a blower to pile the straw and was considered to be an efficient device. As methods and basic threshing machine designs were improved, the demand did not justify a continuation of production.

One of the early histories of the county indicates that Sheuerman Brothers operated

a plant in Newton for the manufacture of ladies' garments. This operation was combined with their Des Moines firm which was known as "Sheuerman Woolen Mills" The style of the company was later changed to Capital City Woolen Mills and this has been a very successful enterprise.

Mr. Arthur Joy, a local dental technician, designed some special equipment for the use of dentists and started the Arthur Joy Company for their manufacture.

Mr. A. H. "Gus" Bergman became interested in the development of a farm gate. This had a spring loaded "boom" extending about ten feet on either side. There was a vertical handle at the outer end of the boom, enabling the farmer to open or close the gate without dismounting from his wagon. It had the advantage of convenience and safety but the cost was too high to attract a good market.

Among the items recalled by some of our consultants, but on which we have little information, are storage batteries, the McGinnis Gas engine powered electric generator, Newton and Non Leak balance valves, the Hawkeye Grain Grader and the Engle Coffee Grinder. The grain grader had a series of revolving screens of varying apertures which sorted the grain as to size. This project was sponsored by Will, Fred and "Gus" Bergman with Capt. T. C. Dalzell as manager. The manufacturing was later taken over by the One Minute Company. An electric coffee

grinder was designed and built by Charles Engle. Much of the coffee in those days was freshly ground by the grocer and they used a rather cumbersome hand-powered machine for this purpose. The Engle electric grinder was compact and efficient and became widely imitated.

THE COAL INDUSTRY 1863

The mining of coal in the community dates back to about 1863 when Mr. F. H. Griggs of Davenport purchased some land about three miles south of Newton and discovered veins running from 2½ feet to 6 feet in thickness. This aroused the interest of others who found ample coal on their properties to encourage mining. The Jasper County Coal Company was formed in 1871 with Mr. Griggs as President and their main objective was to obtain railroad service into the mining area. After a considerable amount of litigation, a line was built from Newton to Monroe in 1876 by the "Iowa, Minnesota & Northern Pacific Company." This later became known as the "Monroe" branch of the Rock Island lines. At one time there were twenty-seven coal mines being worked in Jasper County but over a period of about forty years most of these were "worked out." Some were reopened for "strip" mining. In addition to the Jasper County Coal Company, the more active mines near Newton were Lister's, Buckley's, Snook Brothers', McAllister's, O'Roake's and Newton Coal Company. So far as Jasper

County is concerned, the larger operations were in the Colfax area.

EXTERMINATOR

One of the very early industrial enterprises in Newton was a small but unique operation which required little space, simple tools, small capital and a very limited amount of integrity. In view of the last characteristic, it seems best to withhold the name of the founder. The product was a positive bed bug exterminator for which there was quite a potential market during that period. It was advertised in small magazines and newspapers and sold direct to customers for 25c postage paid, cash with order. It consisted of two small blocks of wood and instructions for its use. The instructions were, "Catch the bed bug, place it on one of the blocks and smack it with the other." Altho the device did all that was claimed for it, some of the customers seemed to lack a sense of humor and made complaints to the U. S. Postal Department. The founder got off with a firm reprimand and an order to "cease and desist."

If we were passing out awards in recognition of contributions and performances, there is no question but that the greatest achievement award would go to The Maytag Company. They have had the greatest growth, the greatest record of mass employment, the greatest publicity and have contributed the most in the way of individual and community benefits. Their gen-

erous philanthropies have been restricted in a great measure to "the old home town" for all of its citizens to use and enjoy. To this accomplishment, we pay our respects and express our sincere gratitude.

A study of the earlier history of Newton industry would without question dictate that the next award should go to the concern which we knew as "Skow Brothers." This firm originated under the style of "Duttot & Brown" some time prior to 1880. The ownership and management was taken over by Neil K., Andy and Chris Skow who emigrated from Denmark and first settled in St. Louis. They were skilled artisans in both wood and metal. Their forces were augmented by the succeeding generation which included Irving, Harry and Chris. Under the guidance and training of their fathers, Irving and Harry became skilled in wood working and as machinists. Chris devoted most of his time to clerical and management duties.

This concern occupied a two story brick building located at the Southeast corner of McDonald and Race streets now known as West 4th Street North and North 2nd Ave. West. Most of the second floor was occupied by the wood-working shop. The ground floor was used for an office, machine shop, blacksmith shop and foundry. With these facilities available, it was only natural that any one involved in experimentation, design, invention and development should turn to them for assistance. They not only welcomed

the business but the challenge as well. They gave advice and counsel of inestimable value to these embryo inventors who started out with little more than the seed of an idea.

In those early days, good equipment was not available. But if the Skows lacked a machine or tool required for a certain operation, they would design and build it in their own plant. As an example, they are credited with making the first punch press west of the Mississippi river. Visiting machinists and manufacturers were justly amazed at their great skill and ingenuity. When a certain part was required, they could make the wood pattern, put it in the sand, cast the part and machine it to proper dimensions.

It is regrettable that the complete history of the exploits and activities of SKOW BROTHERS cannot be written. There is, however, sufficient information to lead one to believe that this hotbed of early industrial experimentation could have been developed into an outstanding success. This comment should not be taken as any reflection on the principals involved. Their interests were centered in the challenge of creation and as much for others as for themselves. Their skill and ingenuity were unmatched over a very wide area and their ethics appear to have been based on the Golden Rule. They were unselfish to the extreme and modest in their charges. There were many instances when they urged the abandonment

of an idea when they considered it impractical and this typifies their honesty. There were many good items brought along to the point of marketing and sales promotion but there was no one with the necessary capital, vision and "know how" to take advantage of the opportunities which they represented.

During this pioneering period, there seems to have been special emphasis on lightening the burden of man rather than on what we now term as luxuries. One of the early developments in this field was a walking plow or cultivator which was made in its entirety in the Skow plant and was widely imitated or "pirated" by other manufacturers. Castings were made in the foundry, the blades fashioned in the machine and grinding shops and the handles turned in the wood working department.

This product was so satisfactory that most of the orders came in unsolicited and it was continued in production for several years. The earlier tractors were powered by steam. They were large, cumbersome, heavy machines used primarily for supplying power for threshing the grain. In order to remove the cinders or ashes from the fire box, it was necessary to rake the grates—a slow and tiring task. Skows built the first rocking grates operated by a crank and this permitted shaking the cinders from the fire box and allowing them to spill on the ground. This same style of grate was adopted by stove and furnace

manufacturers and became universal equipment.

The first 150 feeders sold by the Parsons Band Cutter and Self Feeder Company (later the Maytag Company) were produced entirely in the Skow plant. Mr. Herman McMurray designed a Feeder Governor for threshing machines which would control the volume of unthreshed grain going into the machine. This product was also built in the Skow plant.

Projects which awe some of the present day engineering staffs did not shake the confidence of the Skow brothers. As an example, Mr. T. G. Bryant came to them with an idea for producing a steam turbine which would employ no pistons. The design comprised a series of compression discs. A model was completed but the tests proved that the best steel available at the time would not prevent the compression discs from buckling. The idea was abandoned as being impractical. A well to do farmer came into the Skow shop one day and showed Mr. Neil Skow a rough sketch of some castings he wanted made and machined to dimension. On questioning, he refused to divulge the nature of the item he wished to perfect. He made several return trips for additional castings and machine work, always paying cash but stubbornly maintaining his secrecy. On a subsequent visit for additional parts, Mr. Skow told him he had figured out what his idea was, he considered it impractical and he wanted no more of his money. It turned out to

be a perpetual motion machine, the dream and ruin of many ambitious designers.

One of the earlier developments in the Skow plant was the Rotary Cold Rolled Disc Sharpener which proved quite successful and it is reported that many still are in use.

Much of the farm equipment of that era was quite primitive and hog waterers were constructed of wood. They took a lot of abuse and required frequent replacement. A nearby farmer brought his problem to Skows and they built what is considered to be the first metal hog waterer. Another farm item was a metal Chicken Roost.

The fame and skill of Skow Brothers spread to Iowa State College and a lady connected with the Home Economics department brought them an idea for a cake stirrer or beater. This was somewhat the shape of the human hand with the fingers cupped downward and fastened to a horizontal wood handle. It proved very satisfactory and many were sold.

At the time experimentation became very active on gas engine design, Skows were approached by Mr. E. G. Plummer and "Dad" Offill to build a whirlwind rotary type engine with five cylinders mounted on a single crankshaft. This was to have a $4\frac{1}{2}$ inch bore and 5 inch stroke. With only rough sketches to go by and equipment which would now be considered primitive and obsolete, Skows built a model which would operate. Patent applications were filed by the appar-

ent originators but litigation developed and the courts would not sustain their claims. There is some speculation that the same principle was adopted by a rotary pump manufacturer who has since become very successful.

It is probable that this experimenting in engines prompted the Skow brothers to attempt to make a better piston ring of the perfect circle type and they succeeded. It was so simple to them that they did not apply for patent and the same type of piston came into very general use by all engine manufacturers including the automotive industry.

Mr. John Hume who later became quite famous as a designing engineer, came to Skows with sketches of an automatic fire alarm. They built his first model which operated very effectively and some of the features still are being used in this type of alarm equipment.

While there was considerably more industrial romance connected with the foundry and shop operations of the Skow plant, the wood working plant came in for its share of favorable recognition. In addition to intricate wood patterns supplied to the foundry, they built beautiful custom made mill work for homes and other buildings. The better homes of those times were characterized by their individuality. Curving staircases with fancy rails and posts, special design doors and trim, and beautiful built-in cabinets lent character to such

homes which is not duplicated today. Fancy porch rails and dormers contributed to the individuality of the outside. Finish of the interior wood work was spar varnish of many coats and the craftsmanship of the wood had to be almost flawless. Many of these fine homes are well preserved today and represent a very interesting period of architecture and decoration. As the trend changed, Skows developed quite a business on fine show cases for the display of merchandise, store counters, office partitions and booths for eating establishments.

Later, the younger generation of the Skow family moved into other fields and the original Skow brothers were able to take life a little easier. The property was ultimately sold to Mr. F. L. Maytag and was occupied for a time by the Newton Realty Company who utilized only the wood working department. Title passed on to Mr. E. H. Maytag and after a damaging fire, the buildings were razed.

That quarter block parcel of ground at the southeast corner of West 4th Street North and North 2nd Avenue West, should be regarded with deep reverence when we pause to reflect on the pioneer development of the Newton industry. Many seeds were planted there and these were carefully cultivated and nourished by skilled, unselfish men of vision and courage. The harvest was not great but through their untiring efforts and sacrifice, the community

survived and prospered. At this late date, we are glad to have the privilege of recognizing their contributions.

THE WASHING MACHINE CENTER OF THE WORLD

If we elected to erect a memorial where the seed was sown which matured to be "THE WASHING MACHINE CENTER OF THE WORLD," it would be located at 608 1st Avenue West. There was a small one story frame building at this location which originally housed a creamery. The property was taken over in about 1895 by a firm known as The King Weather Strip Company. In addition to their own products which were sold in a limited area, they did some job work requiring wood working equipment. One of the men engaged in this work was a Mr. Arthur Ogburn who originated several products including a hand operated washing machine. This washer had a straight side tub with wood slats fastened to the inner surfaces of the sides and bottom. A ratchet activated a box-like contraption of odd contour, causing the clothes to be squeezed and moved against the slats. Appropriately, but with little thought of buyer appeal, it was called "THE RATCHET SLAT" washer. While this washer met with little success and resulted in limited benefit to Mr. Ogburn, we must give the project credit for starting a chain of experimentation and development which brought fame to

our community and prosperity to many people. Truly, the harvest has been many hundred-fold.

The washing machine has a unique characteristic which few people take into account. This is the only home appliance which has an oscillating action. To make this more understandable, all other appliances operate in one direction while a washer operates forward and reverse. Thus, it is necessary for the mechanism to start, stop and reverse the load on an average of 52 times per minute. This requirement brought many added problems to the designers and it is to their credit that washers withstand this abuse and strain. Many electric washers have been known to provide satisfactory service for periods of twenty-five years or more. As new methods and features are added which provide far more convenience and greater efficiency, the period of service is likely to diminish, but washers and dryers compare very favorably with less complicated home appliances. Most owners will agree that they provide the greatest convenience and are our greatest labor-saving home appliance. We have come a long way since the RATCHET-SLAT was germinated.

The first volume production of hand operated washers in Newton was in the plant of the One Minute Washer Company. A disastrous fire had a great deal to do with this inception. The Hawkeye Incubator Com-

pany occupied a plant located where the Maytag Company office now stands. This plant was completely destroyed by fire in the fall of 1905. Temporary quarters for the company were established in the old Randolph Stacker works and rebuilding of the plant on the old site was started. The firm, realizing the limited demand for its incubators, was scouting around for new products. At about this time, a man by the name of Stocking and his associate, a Mr. Mendenhall, were working on the development of a new design of washer which had features which were considered to be original and patentable. Ultimately, they made a deal with the principals of the old Hawkeye Incubator Company to produce the washer on a royalty basis. The name of the firm was then changed to "The One Minute Mfg Co." The ownership was held largely by the Bergman family.

This washer employed the dolly (commonly called "milk stool") principle of agitation. The tub was round and constructed of cypress, considered to be the best wood to withstand water. All of the inside surfaces of the tub were corrugated. The tub was held secure by two flat steel bands attached near the top and bottom and a steel rod circumscribing the tub at the center. The ends of this rod, anchored to a bracket on the side, were threaded and provided for tightening as needed. Customers were cautioned to keep wa-

ter in the tub when the washer was not in use.

One of the new features was a horizontal fly wheel which was located under the tub and which was only slightly less in diameter than the bottom of the tub. This served to maintain the momentum and reduce the effort of the operator. The dolly was attached to a telescoping shaft so that it would adjust itself to the varying loads in the tub. This shaft passed through a cored or broached square hole in the driven gear which was activated by a rack bar, giving the dolly an oscillating motion. The rack bar was attached to a vertical rocker arm connected with a pitman at the bottom. The wood operating handle extended upward from the rocker arm and was detachable for shipping.

The success of the One Minute washer caused a sort of local epidemic amongst ambitious designers and inventors and this prevailed from about 1906 to 1912.

The Maytag Company started producing and marketing their "PASTIME" hand operated washer in 1907 and in 1911 they marketed their first electric powered washer. In the meantime, Mr. John Watson who was manufacturing a small garden plow and disc, developed and marketed a hand powered washer under his brand of "New Disco." Oddly, the germ of invention was picked up by John and Frank Thompson, twin brothers who operated one of the leading drug stores. A limited

number of these were manufactured in the Skow Brothers' plant. During this period, the Newton Washer Company was organized by Mr. Ed Eustice and Mr. Arthur Hough and they occupied a small plant in the down town area back of the Foster drug store on North 2nd Ave. East. At this time, The One Minute plant was the only manufacturer with the rather elaborate and extensive wood working equipment especially designed for the production of wood tubs for washing machines. They supplied tubs to all of their competitors. The standard tub had four extended staves to provide the legs and when the bench type machines were developed, the four legs were simply sawed off by hand. I recall they made excellent kindling for the office stove.

The local industry resolved itself into four companies who produced and marketed washers in appreciable numbers. In chronological order, these were One Minute, Maytag, Automatic and Woodrow. It may prove less confusing to the reader, if we follow the progress of these companies in the order given. The evolution up to this time has concerned the hand operated washer.

In 1907, Mr. O. B. (Blaine) Woodrow, a young and ambitious bank clerk, made some alterations in the standard One Minute hand operated washer and devised a means of attaching an electric motor. Experimentation and development was done in the Skow plant under the close supervi-

sion of one of their most skilled machinists, Mr. John Nelson. After the model was tested and approved for satisfactory performance, the men approached the One Minute Company, hoping they might take over the sole manufacturing and selling rights on a royalty basis. Manufacturing cost estimates were made and it was the opinion of the One Minute management that the retail price of some \$50.00 or more would not make the appliance attractive to the potential market. After some deliberation, the One Minute Company agreed to produce the washer under contract, but wanted no part of the sales responsibility. The responsibility for sales was left solely with Mr. Woodrow and after one year he had proved there was a good market awaiting such an appliance.

In 1908, the One Minute Company started manufacturing and selling an electric washer under their own brand. The venture proved quite successful for many years until a combination of circumstances arose and the manufacturing portion of the business including all equipment and rights was taken over in 1939 by the Holmdahl interests and absorbed into their operation at Kellogg. Mr. Holmdahl retained some of the manufacturing and office personnel and has continued to operate in the name of One Minute Washer Co. as a separate division.

THE MAYTAG COMPANY—
Having built their first hand-powered washer in 1907, Mr. Maytag and his associates were quick to realize the necessity of devoting a major portion of their energy to the manufacture and sale of electric and gas engine equipped washers. Having consolidated the old PARSONS Band Cutter and Self Feeder Company and the Parsons-Hawkeye Mfg. Co. in 1903, they changed the name to The Maytag Company in December of 1909. The genius of Mr. Howard Snyder who had contributed so much to the feeder business, soon asserted itself in the washer industry. A long series of improvements and refinements followed which put the Maytag Company far out in front as the acknowledged leaders.

In 1910 Mr. Snyder developed the swinging reversible wringer. This feature enabled the operator to swing the wringer over the auxiliary rinse tubs and run the rolls both forward and reverse. This feature resulted in a considerable amount of patent litigation with competitors which was resolved by a patent pool with the Maytag Company as principal beneficiaries. All manufacturers providing this feature on their washers were required to pay a royalty.

The electric washer created a demand for power driven washers on farms and in small towns where electricity was not yet available. In 1914 The Maytag Company introduced the Multi-Motor $\frac{1}{2}$ horsepower

gas engine. This was attached to the washer in much the same manner as the electric motor and the Maytag Company became the world's largest manufacturer of this kind of engine.

Mr. Snyder could foresee the necessity of providing metal tubs which would have many advantages over the conventional wood tubs. Some manufacturers were experimenting with fabricated copper tubs and eventually, many of this type were used. Mr. Snyder and their foundry superintendent, Mr. Clarence Snow, persisted in their efforts to produce a 30 inch tub, weighing nearly forty pounds in a one-piece aluminum casting. They succeeded in 1919 and the shape of the tub was so revolutionary and distinctive, the washer became sensational. Other refinements made under Mr. Snyder's direction were the gyrafoam washing principle in 1922, and the roller water remover in 1926. Within six hundred days following the introduction of the gyrafoam washer the Maytag Company spurred to a position of world leadership in washer production. Facilities were expanded in proportion. In order to compete with the surge of Maytag sales and domination, many of the manufacturers turned to the cycle or "Automatic" type of washer. The earlier designs were of the cylinder or tumbler type. Maytag did not sit by idly but engaged in very deliberate experimentation in this field. They followed the trends and studied the errors and

shortcomings and just about the time some of the competitors considered them to be vulnerable, Maytag lowered the boom. In 1949, their first Automatic washer came off the assembly lines and it employed the same washing principle which had proved so successful and which is now considered more or less standard in the industry. They were so confident of their continued success that the huge plant 2 was started prior to the introduction of their Automatic washer and has since been expanded several times to accommodate the great demand.

The Maytag Company acquired the physical property of the old One Minute Washer in 1939. All of this property was razed in 1959 to make room for the addition to their main office building, a beautiful and appropriate memorial to men like Fred Maytag, the succeeding generations of Maytag family management, Tom Bryant, Will Sparks, Howard Snyder, Clarence Snow, and to countless NEWTON CITIZENS who have contributed to this great achievement.

During World War II, 97% of Maytag production was devoted to war items and they established an enviable record, winning the Army-Navy "E" award. In recognition of their skill and facilities in producing close precision parts, they were awarded contracts for such items as retraction motors, hydraulic cylinders and valves for aircraft and many intricate aluminum cast-

ings One of their outstanding achievements was the redesign of hydraulic actuating and lock cylinders for use in Martin bombers. They reduced the number of parts from 110 to 28 and this contributed to a corresponding reduction in size, weight and cost.

Present officers of The Maytag Company are Fred Maytag II, Chairman of the Board, George M. Umbreit, President, Emerson G. Higdon, Executive V. P. & Treasurer, Robert E. Vance, V. P. & Secretary, Irwin A. Rose, V. P. Manufacturing, Claire G. Ely, V. P. Marketing, Thomas R. Smith, V. P. Research & Development, E. F. Scoutten, V. P. Personnel, Albert C. Danekind, Asst. to President, Norman C. Carlsen, Comptroller, Murray B. Nelson, Asst. Sec. & Attorney, J. D. Cox, Asst. Sec. & Office Manager.

AUTOMATIC WASHER CO.

This Company was organized in 1907 by Mr. O. B. (Blaine) Woodrow, Mr. John Nelson and Mr. Harry Ogg. During their first year, the washer was manufactured for them under contract with the One Minute Company. They established a small manufacturing plant in a building located at 111 1st Street South. These quarters soon proved inadequate and in 1909 they moved to the old Newton Normal College building in the southwest part of town. Shortly after this move, Mr. Harry Nelson joined the firm and subsequently be-

came general manager. His father, John Nelson, supervised production and Mr. Woodrow devoted most of his time to sales. The business continued to prosper and in 1913 they acquired the two story brick building at the corner of West 4th Street North and North 4th Ave. As the business prospered they acquired three-fourths of the entire block and constructed two large additions consisting of four floors. After only two years of occupancy, the north building was severely damaged by a cyclone and was rebuilt. Mr. Harry Nelson died suddenly in 1928 and the general managership was taken over by Mr. W. Neal Gallagher. Additional space and facilities were acquired and the business continued to prosper until Mr. Gallagher's untimely death in 1950.

This firm built a complete line of conventional type wringer washers. This was the first local washer to be advertised in the Saturday Evening Post, and the first washer to use radio advertising. They maintained a national sales organization with branch offices in New York, Philadelphia, Dallas and Los Angeles.

One of the most revolutionary developments attributed to the Automatic Company was the design of a compact copper tub washer employing a generous use of steel stampings. This resulted in much lower manufacturing costs and a proportionately lower retail price. The instantaneous response soon elevated the com-

pany to a position among the leaders. They later developed the DUO-DISC agitator which could be used on the top of the load or placed in the bottom of the tub, thus providing the user with two popularly accepted methods of washing.

During World War II, facilities were given over to war production and the company received the coveted "Army-Navy E Award." In the meantime, they acquired tools, dies and manufacturing rights for producing the PRIMA Spin-Dry washer. This operation was moved to a leased building in Mason City, but as the demand diminished, this operation was discontinued.

Following the death of Mr. Gallagher in 1950, new management took over and attempted to market a new cycle type washer. In the meantime, many of their better accounts had been lost and the situation prompted a proxy fight in 1955. The opponents won, named a new board and installed new management. Briefly stated, this wound up in a receivership, the equipment was sold at auction and the physical property was purchased by The Maytag Company.

THE WOODROW COMPANY

Mr. O. B. Woodrow disposed of his interests in the Automatic Company in 1915 and immediately started to design a new washer. One of the innovations was a galvanized steel frame and the washer was called "The Woodrow Rust Proof

Washer." A company was formed by Mr. O. B. Woodrow, Mr. D. M. Hendricks and Mr. I. F. Woodrow, all having previously been associated with the Automatic Company. Mr. M. H. Woodrow joined the company in 1918.

Progress made it necessary to abandon two small rented buildings in 1918 and a frame building was erected on the present site of the Vernon Company. Further expansion became necessary and in 1921, they erected a modern steel reinforced concrete building on the adjoining property. The cost of this building ran considerably over the estimate and resulted in a big reduction in working capital. This came at about the time the company had started to market an entirely new washer of the oscillating type and employing a generous use of ball and roller bearings. In 1926, the controlling interest was acquired by a group of Pella business men and the operation moved to that city. The property was leased jointly by the Winpower Company and the Vernon Company, the latter acquiring full ownership in 1938.

We may gather out of history a policy no less wise than eternal, by the comparison and application of other men's forepast miseries with our own like errors and ill deservings.

—Sir Walter Raleigh

PARSONS BAND CUTTER AND SELF FEEDER CO. 1893

Mr. George W. Parsons, a man with unusual inventive instinct who had spent his youth on a nearby farm, developed a band cutter and feeder attachment for threshing machines. The first model was produced by Skow Brothers whose plant proved to be the pioneer "Research Laboratory" of the community. Mr. F. L. Maytag who was raised on a farm, took a great interest in this labor saving device and assisted in its development and testing. In March of 1893 a company was formed by Mr. Parsons, Mr. Maytag, Mr. Will Bergman and Mr. A. H. "Gus" Bergman. Their original capital was \$2,400.00. The first 150 machines were built under contract by Skow Brothers. In 1894, the firm took over the old Newton Stove works for the sole production of the "SUCCESS" feeder. The brand name was a good choice and within a comparatively short time, twenty-eight manufacturers of farm equipment were equipping their machines with the "SUCCESS" feeder. Mr. Parsons subsequently disposed of his interests and with Mr. J. B. Morton, Chester Sloanaker and Charles Seeberger, organized the Parsons Hawkeye Mfg. Co. They occupied the old Mershon Mill property on 1st Ave. East and started producing the Hawkeye feeder in competition with the "SUCCESS" brand. In 1903 this firm was absorbed by the Parsons Band Cutter and Self Feeder Company and op-

erations continued at both plants. In the meantime, the "SUCCESS" facilities had been moved to the present site of Maytag plant 1 and new buildings erected to take care of the expanding business.

When the large farm equipment manufacturers started building their threshing outfits with their own design feeders, the firm found it necessary to seek other products for manufacture. This ultimately led them to concentration on the production of washing machines and in 1909 the name of the company was changed to "THE MAYTAG COMPANY". The history of the activity and great success of the new company has been included in the history of the washing machine industry in Newton.

THE MILLING INDUSTRY 1860-1940

Because of the limitations on transportation during this era, the milling industry was more or less localized. Grain had to be moved to the mills, processed, packaged and distributed. The larger operations were located on rivers which provided cheap water power but smaller mills were scattered throughout inland communities. There were two such mills operating in Newton at the turn of the century. The Mershon mill was located at about 1st Avenue East and 12th street. The Richards mill was located on South 3rd Avenue between 1st street and West 2nd Street. This mill was founded by Mr. Samuel Richards who was instrumental in

obtaining the Carnegie Library for Newton. On his retirement, the firm sold to the McCardell family. Jake Swisher, a local miller, developed a fine pancake flour and corn meal which was packaged and distributed under his name. Some years later, Mr. E. C. Smith who operated the first suburban grocery in the community, developed a breakfast food known as "WHEATO". He built a plant just north of the old M & St. L. station, this plant now being occupied by the Thrombert Co. Another small mill was located a half block south of the Churchill hotel and was operated by Mr. Elmer Snyder. All of these operations gave way to progress in the concentration of the huge flour and cereal companies located in larger cities.

CIGARS — 1887

Shortly after the Lister Opera House Block was built at the corner of West 3rd St. North and North 2nd Ave. in 1886, a partnership was formed by Mr. John O'Leary and Mr. Charles Ritter. They operated a cigar store and manufactured cigars by hand under their own brands. In 1892 the firm was moved to the location on the north side of the square now occupied by Garrett Hardware. This was before they had automatic machinery for making cigars in huge quantities. All the rolling was done by hand, one cigar at a time. Men sat at tables with the imported tobacco "fillers and wrappers" piled at their sides. They would take the required amount of

filler, shape it and then apply the smooth tobacco wrapper. It is surprising how uniform the cigars would be both as to size and shape. Their most popular brands were "La Commercial" and "Ziba". Over five million of the latter brand were manufactured and sold at wholesale and retail throughout the state. Mr. O'Leary became sole owner when Mr. Ritter engaged in the lumber business. When mass production machinery took over in this industry, hand rolling became a lost art and Mr. O'Leary discontinued the business in 1917. He joined the Maytag Company and later became Manager of the City Utilities. Another similar venture was started by Mr. Henry Held in about 1895 in a building located on the east side of the square. His main brand was "La Flor De Newton". This business prospered but gave way to modern methods about 1914.

BRICK AND TILE FACTORIES 1887

As the town of Newton and the surrounding area developed there was a heavy demand for brick and drainage tile. There was quite an advantage in having a local source for these products because of transportation costs. This need attracted the attention of two fine families who had emigrated from Germany, the C. Schaumberg family and the F. Henning family. Mr. Schaumberg and Mr. Henning were cousins and both had learned the trade of brick and tile pro-

duction in their native country.

As a certain type of clay soil was the main ingredient required, plants were established adjacent to clay hills. Mr. Henning built the first plant in 1887 just west of the Rock Island right of way on 1st Avenue, A year later, Mr. Schaumberg started a plant adjoining the Henning property to the west. Each plant had four baking kilns each having about 125,000 brick capacity. Operations were limited to the warmer months and production was usually started in mid April and continued thru late October. Total annual production of the two plants was about 750,000.

The clay was dug from the hills by spade, placed into a horse drawn cart and hauled to the mixing machine. The machine processed the soil with the right mixture of water and pressed it into the multiple molds which had been "dusted" with a sharp fine sand. This special type sand was hauled from the Reasnor area by team and wagon.

This sand "dusting" prevented the mud from sticking to the walls of the mold. The contents of the mold were shaken out onto pallets and moved into the drying sheds. From here they were placed in the kilns and left for seven days under a "slow fire." They were then subjected to a high heat or "burn" for a period of sixty hours. These products were known as the "common" or "soft mud" variety and were used in many of the down town buildings, schools,

churches and homes constructed during the period, many of which remain in good condition today. Operations continued until 1920, and there are upwards twenty-five million Schaumberg and Henning brick in the community which attest to the quality of the product and to the integrity and industry of these pioneers.

Another similar plant was established in the east part of town near the present site of Newton Mfg. Co. This was owned by Mr. David McAllister who sold it to Mr. Matthew Brown. It was later acquired by Mr. Percy Engle.

If you care for statistics, all of the brick manufactured in Newton, if laid end to end, would stretch from New York to San Francisco and perhaps from Canada to the Gulf of Mexico. That represents a lot of clay dug out of our hills by spade.

BOTTLING 1890

The bottling industry flourished in this area long before the big name brands such as Coca Cola, Seven-Up and Pepsi-Cola were placed on the market. Products were limited to flavored pops, ginger ale and mineral waters. The equipment was quite primitive and the process provided for filling and capping one bottle at a time.

So far as can be determined, the first plant was located in the area adjacent to East 3rd Street North between 1st Avenue and North Second Avenue East and was operated by Hotchkin and Wharton. This was taken over in 1904 by Mr.

Mert Lewis and the Guessford brothers, Clarence and Ray. This firm developed a new flavor formula which they marketed very successfully under the name of "Cherry Blossoms." A demand was created for the syrup to be used by other licensed bottlers throughout the country. The business was sold to Mr. William Sedgewick and was moved to a plant at 219 North 3rd Ave. West. After operating at this location for several years, the business was moved to St. Louis, Missouri.

The pop bottling department of the business was taken over by Mr. John Whittaker and moved to the former Hall Photographic Studio on West 2nd Street South. Mr. Virgil Hummel acquired the business in 1923 and continued operations until 1932.

THE TAYLOR-NEWELL COMPANY 1894

The Taylor-Newell Company was organized in 1894 by Mr. Will G. Newell, Mr. F. M. Taylor and and a small group of local citizens. They manufactured men's and boys' trousers.. The original capital was \$5,000.00 but after the first year of operation, this was increased to \$10,000.00. The company first occupied a building at 113 First Avenue West but after successful operation over the next few years, more space was needed and they moved to the second floor of a new building constructed by Mr. F. L. Maytag at 209-211 First Avenue West. This building later became the home of the Elks

Club and was completely destroyed by fire in 1954.

The Taylor Newell Company was at one time the largest manufacturer in Newton with peak employment of sixty-five. This was probably the first plant in Newton to employ women and most of these operated sewing machines. It is reported there were numerous similar factories thruout the midwest at that time, but Eastern competition eventually dominated the business and very few survived.

The capital structure of this firm is a good example of the comparatively small investment considered necessary to launch an industrial venture during that period.

REMEDIES-ETC. 1895

Among the earlier enterprises there were several items developed by local druggists which gave such good satisfaction, they were marketed on a wholesale basis.

Among the first of these was "Hindorff's Headache Remedy" developed by Mr. A. E. Hindorff. At about the same tim, "Skiff's Cough Syrup" was placed on the market. This was developed by a member of the Skiff family who later founded the great "Jewel Tea Company" of nationwide fame. Our Mary Frances Skiff hospital was made possible through the generosity of Mr. Vernon Skiff.

Mr. Hindorff later developed the "Big Four" hand lotion which still is available in local stores.

In 1925, Mr. Harold Berd who was working as a pharmacist

in one of the local drug stores, developed a very effective ant killer. One day a small boy came into the store and said, "Grandma wants a bottle of that green ant killer." That was the origin of "Grandma Green's Ant Killer" which has been produced by Berd Products, Inc. since 1925. It is bottled under label and has had wide acceptance throughout the nation.

A local attorney, Mr. E. J. Salmon, obtained a formula for making massage cream and established a processing and packaging operation in a brick building located at the north end of the lot now occupied by the Methodist Church. It is reported that about twelve women were employed in the venture and the product soon found favorable acceptance with the trade. In fact, it attracted sufficient favorable attention that an Eastern cosmetic manufacturer came out to Newton and paid Mr. Salmon a good price for his formula and exclusive manufacturing rights. The business was moved to the home plant and operations in Newton were discontinued.

Dr. Perry Engle who maintained an office where the Methodist Church now stands, compounded a very effective remedy for hog cholera. This was bottled for the trade and it is reported to have been sold over a wide area.

Reverend Phillips, a local Baptist Minister, was instrumental in forming the P. & O. Products Company for the production of a remedy for "athlete's foot." This consisted of

an ointment to assist in the healing and a powder to help prevent the spread of the ailment. Mr. Harry Awtry later became associated with the firm which occupied space at 214½ First Avenue West where the remedy was packaged for the trade. Reliable sources report the product was effective in a large percentage of cases, but competition in this particular field became very brisk and the volume market was soon dominated by the large advertisers.

ADVERTISING SPECIALTIES

Available records indicate that the two seeds which germinated and grew into the extensive advertising novelty business took root at about the same time — 1901. One of these was the Commercial Advertising Company launched by a determined "Skipper", Mr. F. L. Vernon. Their first product was the Economy Farm Record. The other was a Mr. George Newton who had been brought here as a window decorator for the Iowa Mercantile Company, Newton's first department store located at the southeast corner of the public square. It later became better known as "The Big Store."

Mr. Newton designed a metal match box which would hold a full box of "kitchen matches" in a vertical position and feed them out through a small trough at the bottom. This was long before book matches came into general use and every home had need for a handy and safe match box. The front of the box made an ideal

place for advertising imprint, and the response by advertisers was instantaneous. The item was also sold in plain finish at retail.

Mr. Newton first formed a partnership with Mr. A. M. Carl and they occupied space in a building on the north side of the square. The expansion of the business resulted in the need of additional capital and control was purchased by Mr. E. H. Maytag in the name of Newton Mfg. Co.

In 1912, Mr. C. A. Peck moved to Newton and assumed the position of general manager. The operation was moved to one of the buildings which the Maytag Company had acquired from the Parsons Hawkeye Mfg. Co. Many new items were added to the line and the plant expanded. A fine national sales organization was established and the business prospered. In 1943, the plant was almost completely destroyed by a disastrous fire. Most of the buildings were rebuilt but the management decided to discontinue manufacturing and use the efforts of their sales organization in marketing products which they would purchase on a jobbing basis. The arrangement proved very successful and continues under the management of Mr. Peck and his earlier associates, Fred Mains, Elmer Pickens and Harold Lufkin.

Present officers of Newton Mfg. Co. are C. A. Peck, President, H. A. Lufkin, Exec. Vice President, Vera V. Peck, Vice President, Ed. M. Hagen, Secretary, F. C. Mains, Treasurer.

VERNON CO.

The Vernon Company traces its history back to about 1901 when Mr. Fred Vernon started the Commercial Advertising Company which produced and sold the Economy Farm Record. Other products were added and the style of the firm was changed to Advertising Novelty Co. In 1910 a two story brick building was erected at West 3rd St. and North 5th Ave. This building was badly damaged by fire in 1937 and production facilities were set up in a portion of the Woodrow plant. This entire plant was acquired in 1938. The Vernon Company was organized primarily as a sales organization in 1947 and the Advertising Novelty Company continued as the manufacturing source. In 1955 these two firms were merged under the name of the Vernon Company. In the meantime, the plant facilities had been materially enlarged and the company is considered one of the leaders in the industry. In addition to many advertising items in metal, plastic, glass and paper, executive gifts and calendars have been added. Management has passed on to the second and third generations of the Vernon family, and there is prospect it may extend to the fourth. Currently, the firm has approximately 375 employees in office and factory and a sales force of 425. All of this progress from a seed sown in 1901.

Present officers of The Vernon Co. are F. L. Vernon, Chairman of the Board, W. F. Vernon, President, L. L.

Peirce, Executive Vice President & Treasurer, Tom D. Davis, Vice President in charge of Sales, N. G. Griffith, Vice President in charge of Manufacturing, W. F. Vernon, Jr. Secretary, R. F. Rock, Assistant Treasurer, M. C. Gerhart, Assistant Secretary.

C. E. ERICKSON CO.

At about the time the Newton Manufacturing Co. was moved to its present location, their previous quarters on the north side of the square were taken over by C. E. Erickson Co. who engaged in a similar type of business. This firm made good progress and soon required additional space which was not immediately available. As a consequence, the operation was moved to Des Moines and was developed into a very successful business.

DUNLAP MFG. CO.

Courage and foresight sometimes converts disaster into gain and this has been typified in the success of the Dunlap Company. When the Newton Mfg. Co. plant suffered a disastrous fire in 1943 and the management decided to discontinue most of their manufacturing, the Dunlap Company was formed by Mr. F. A. Dunn and Mr. R. T. LaPray. These men had held responsible positions with the Newton Mfg. Co. and they had the blessing of the management in their new venture. They acquired the old Miles Mfg. Co. plant at 1000 East 7th St. North. A considerable amount of the damaged equipment offered as salvage

from the fire was purchased and they were able to rebuild it to serviceable operation. They also absorbed much of the manufacturing personnel. With this equipment and experienced help, they had the foundation of a stable business. It was soon necessary to expand their facilities and additional buildings were added at the same site. In addition to advertising specialties, many of which were inherited from Newton Mfg. Co., they now produce decalcomanias, name plates, signs, sales promotional material, animated displays and small electronic parts for other industries. This accomplishment was similar to the successful recovery of the One Minute Company following the fire which completely destroyed the Hawkeye Incubator factory. Both are an example of resourcefulness, courage and determination in the face of adversity.

Present officers of The Dunlap Company are F. A. Dunn, President, R. T. LaPray, Vice President and Treasurer, M. E. Murphy, Vice President in Charge of Sales, A. W. Rempp, Corporate Secretary.

DAVIS ADVERTISING CO.

This firm was established in 1944 by Mr. and Mrs. Victor Davis. They built a new plant at 212 West 11th Street North. Mr. Davis had formerly been employed as an artist with the Vernon Company. Most of their production is confined to decalcomanias and allied products. Their business has prospered and the facilities expanded.

KING WEATHER STRIP COMPANY 1904

This firm is mentioned elsewhere in this article as the birthplace of the great washer industry of Newton. It might well have been the birthplace of many other large industries if full advantage had been taken of the opportunities. Mr. King sensed the need for weather strips for windows and doors. He built a good product but little effort was put on sales which were essential to growth. Most of the business came to him unsolicited. Associated with Mr. King was a Mr. Arthur Ogburn, a skilled mechanic with inventive vision. He built the first folding ironing board. He also built one of the first manure spreaders which proved very satisfactory in tests made on nearby farms, and a few were sold in the area. He had no funds with which to obtain patent protection on these items and no one happened along to take advantage of the opportunity to launch a successful enterprise. Soon, Mr. Ogburn got busy designing and developing a butter churn. This was a tumbling barrel type with gear drive and a manually operated vertical drive wheel with a horizontal handle. It was much faster than the types then on the market and offered the advantage of being operated while in a sitting position. This development apparently died on the vine, although it is reported to have been copied widely in the industry. After Mr. Stocking and Mr. Mendenhall had con-

tracted for the manufacture of the One Minute Washer, they used the facilities of the King plant to design and develop the first ironing board to be folded back into a cabinet. There was little or no local interest in its promotion and it was soon taken over by outside capital.

WELL REFRIGERATOR 1905

Before city water became available, each home had their separate hard water well located near the house.

A local tinner by the name of Frank "Chippy" Dunn built a metal cabinet with shelves which was enclosed in a wood cabinet about 30 inches square. An opening was cut in the well platform so the metal cabinet unit could be lowered into the well and provide "refrigeration" for provisions such as milk, cream, butter, vegetables and other perishable foods. A ratchet crank mounted on the wood cabinet provided the means of lowering and raising the metal cabinet on a chain driven sprocket.

This method of refrigeration became quite popular throughout the surrounding area and some of these units were in use as late as 1925. In the rural areas, they were used until electric refrigeration became available. Mr. Dunn had a partnership arrangement in this venture with Mr. Rollo Kroh. They were first located in one of the Ritter buildings but expansion became necessary and the operation was moved to the Bates building at 213 West 2nd Street North.

They soon outgrew these quarters and the plant was moved into the Brown Machine Shop building just west of the Churchill hotel. The business was subsequently purchased by Mr. Guy Galusha and Mr. Joyce Suman.

THE PARSONS COMPANY 1905

Mr. George W. Parsons exerted a great influence on the development of industry in Newton and it is fitting that one of our largest industries still bears his name. Mr. Parsons was a very distinguished looking man of large stature, a keen mind and possessed an ingenious mechanical instinct. He seemed to prefer the big challenge and confined his talent to the development of large machines to lighten heavy burdens of hard manual labor. After disposing of his interest in the Parsons Hawk-eye Mfg. Co. to the Parsons Band Cutter and Self Feeder Co. (now the Maytag Co.) he organized The George W. Parsons Company in 1905. Associated with him in this enterprise were Mr. Al Gates, Mr. W. C. Bergman and Mr. George F. Lambert. He had spent the previous year in the development of the first ladder type of endless chain and bucket type trencher, capable of digging a trench up to 22 feet in depth and 76 inches wide. Other equipment available at that time was limited to a depth of about 5 feet and the balance of the dirt had to be dug by hand. The early models were steam powered

and were built in two sections. The main machinery and boiler were mounted on the forward unit and the digging member was built as a rear assembly on independent wheels. This made maneuverability quite difficult and it required two flat cars for shipment of a complete machine.

From 1907 until 1917 most of the sewer systems in the major cities of the United States were installed with the aid of the Parsons trencher.

An abandoned church building was acquired for initial production. This soon proved inadequate and the operation was moved to the old Brown Machine Company building at the corner of West 4th St. North and North 2nd Ave. Increased demand made it necessary to obtain larger quarters with additional room for expansion. A large building was erected on the present site of the Parsons Company. Facilities consisted of a combination grey iron and steel foundry, a machine shop and erecting floor. A smaller adjoining building housed the blacksmith and structural departments and an old dwelling house left on the site served as an office.

In 1913 Mr. Parsons sold his interest to Mr. H. C. McCardell of Newton who took over active management. At the same time, the style of the firm was changed to THE PARSONS COMPANY. The firm continued to prosper and the facilities expanded. In 1930 the company became part of the National Equipment Corporation, an amalgamation of sev-

eral companies producing allied equipment. This was fostered by the Koehring Company of Milwaukee. In 1934 the Koehring Company acquired full control of all stock and assets of the Parsons Company which has continued to operate as a subsidiary under the Parsons name.

Further expansion of facilities became necessary and a beautiful and modern office building was added in 1949. During this period of expansion, many new items of equipment were designed and placed in production. These included trench backfillers, rail cranes, snow plows for truck mounting, disc type compaction rollers, terracing machines to control soil erosion, powered hand cars for railroad maintenance, dirt hauling scrapers, Turbo mixers and cargo cranes.

An interesting side light of this company was the experimentation carried on by a Mr. Bidwell under the supervision of Mr. Parsons. This goes back to the time when motor trucks were just starting to be accepted as practical. Mr. Bidwell succeeded in building a four wheel drive truck with power delivered direct to each of the four wheels by separate motors which derived their power from a central generator.

It is understood this development attracted the attention of some interests in Clintonville, Wisconsin who negotiated for its manufacture. The project proved to be an outstanding success and still operates un-

der the name of F.W.D. Company.

The Parsons Company has gained an enviable reputation as builders of fine equipment — a fitting memorial to its pioneer founder, Mr. George W. Parsons.

HUMMEL MANUFACTURING CO. 1905

Mr. Frank Hummel, a prosperous farmer whose farm adjoined the city at the northeast, started the Hummel Mfg. Co. in 1905. He invented a small road grader to be drawn by a team of horses. One of the features of his device was a reversible blade. The experimental work was done at Skow Brothers who took over the production and Mr. Hummel devoted his time to sales promotion. A later product of the firm was a cast iron drainage culvert and these were cast in the Skow foundry. Up to that time, most of the culverts had been constructed of wood and deteriorated rapidly. There is little question but that this venture might have been developed into a large volume of production but Mr. Hummel's primary interest was in his farm and competition received the benefit of his pioneering ingenuity

THE NEW DISCO COMPANY 1908

The New Disco Company was formed in 1908 by Mr. John Watson, Mr. Fred Stines and Mr. J. H. Hise. Mr. Watson raised fruit and vegetables for the market, and in order

to ease the heavy burden of cultivation by hand tools, he invented a new type of garden plow which attracted favorable attention. Manufacturing facilities were set up in a two story building located on West 4th Street North between 3rd & 4th Avenue which was owned by Mr. Stines. Mr. Watson later designed a washing machine which was produced in limited quantities. He also designed and produced one of the first extension ladders. The plow proved to be the most popular item and was widely imitated by larger producers in this field. These larger and well established competitors soon dominated the market and the operation was eventually abandoned.

CEMENT PRODUCTS (1908?)

When the ingenious Skow brothers decided to build a small addition to their plant, they made their own interlocking cement slabs. This attracted the attention of Mr. Floyd Rogers and he started producing molded cement blocks for general construction work. As near as we can determine, this was about 1908. In 1914, Mr. Roy Carpenter saw the possibilities for producing interlocking cement slabs for building farm silos which were becoming popular at that time. He started a small plant just beyond the Rock Island tracks on West 4th Street North. This may have been in the old depot of the abandoned Newton Northwestern Ry. During this period of interest in cement products, Mr. George Hart,

a retired farmer, designed a molded cement horse watering tank equipped with a float valve to keep the water at substantially the same level. This was quite an ornamental product and was purchased largely by smaller cities and towns to be used as a public convenience.

TOOLS, DIES, ETC. 1908-1960 HINDMAN & ELKIND

Perhaps the first tool and die shop in Newton was established by Mr. Al Hindman and Mr. Frank Elkind back in about 1908. This was located in a small building on West 4th St. North. In addition to custom made tools and dies for industry, they designed and produced a combination handle and catch for washing machine tub lids. This became widely used on many makes of hand operated washers and the earlier designs of electric washers.

SEEDS TOOL & PATTERN SHOP (1926)

Mr. George Seeds established a tool and pattern shop in 1926. This was located on the northwest corner of West 3rd Street North and 4th Avenue. George spent the earlier part of his career in operating grain threshing rigs throughout the northwest and represented The Advance Company in the delivery and service of their equipment. He was called to De Kalb, Illinois and helped Jacob Hash in the development of the first machine for producing barbed wire. From here, he joined the Murray Iron Works

at Burlington, Iowa and assisted in design and tooling of steam engines, water pumps, electric light plants, etc. About 1908, he was employed by the Parsons Band Cutter and Self Feeder Company to tool the "Ruth" feeder. He was engaged in the same type of work for the Parsons Company and the Automatic Washer Company. Along with his skill in the mechanical field, he was considered an excellent tool and pattern maker in both wood and metal. George continued in this field, operating his own shop until he retired at the age of 86,—a true pioneer.

NEWTON ENGINEERING COMPANY

This firm was established in 1947 by Mr. Henry Riebe as sole owner and operator. Mr. Riebe served as a tool maker for The Maytag Company for several years. He built a modern brick building at 1400 1st Ave. West and installed modern equipment. The business has continued to prosper and they are currently making tools, dies and special service tools.

CLINE TOOL & SERVICE CO.

This business was established in 1950 by Mr. Dean Cline as sole owner and operator. They first occupied a building at 217 North 3rd Ave. West but outgrew these quarters and in 1957 moved to the hangar building located on the site of the old airport. The business prospered and was sold outright to Mr. H. E. Pelzer in 1960. They produce car-

bide tipped and special cutting tools for industry.

JATO TOOL AND DIE COMPANY

The Jato Tool and Die Company started in business on March 1, 1957 and is located in a building on Highway 14 near the south edge of Newton. The founders and partners are W. J. Sparks and Ralph Norris. Specializing in custom made tools and dies, the firm serves manufacturers in Newton and the surrounding area.

CLIPLESS PAPER FASTENER COMPANY

The Clipless Paper Fastener Company was formed in 1909 by Mr. J. C. Hawkins a local attorney and a Mr. Bump who had invented the device and came to Newton seeking a source for manufacturing. This was an ingenious tool which would fasten two or more sheets of paper together by using the paper as a locking means. This was accomplished by a plunger actuating a die which would cut through all of the assembled sheets. The die cut was about $\frac{1}{4}$ inch wide and 1 inch long with a tapered or "tongue end." The plunger had a spring recoil which actuated a trigger and this served to fold the tongue end under a paper "bridge" created by the original die cut. This was made as a hand tool similar to the ordinary paper punch and also in a stand model. The operation was fast and provided a secure fastener. The firm occupied space on the ground floor of the old Lister Opera

House block on North 2nd Ave. West. Patent litigation developed and Mr. Bump severed the partnership and started a similar operation in La-Crosse, Wisconsin. This firm also engaged in the very early development of stamp vending machines. This was before the U. S. Postal department established regulations relating to such equipment, and the situation discouraged further exploitation of the product. The local firm subsequently went into receivership and was purchased in 1925 by Mr. Joe Eyerly who continued some production and the supplying of parts. It was sold in 1927 to Mr. Virgil Hummel who still retains the dies and supplies some service parts.

AUTOMOTIVE ACCESSORIES 1910

The earlier design of automobiles had very little in the way of accessories and in order to hold down selling costs the manufacturers hesitated to include what we now consider necessities. This brought about experimentation by owners, dealers and mechanics throughout the land. This situation accounted for several projects in Newton.

NEW-LITE COMPANY —
The earlier cars and motorcycles did not have electric lights generators or batteries. Mr. Harry Ogg a graduate electrical engineer had purchased a 4 cylinder Pierce-Arrow motorcycle which he later sold to Mr. Percy Van Epps. Mr. Van Epps having a considerable amount of knowledge of elec-

tricity sensed the possibility of attaching a generator to be driven by the motorcycle engine. He discussed some of the more technical details with Mr. Ogg and they developed the "NEW LITE." Results were very encouraging and they devised a means of attaching the same type of generator to the Model T Ford which still was supplied only with gas lighting equipment. A company was formed which included Mr. Ogg, Mr. Harry Gove and Mr. Van Epps. Manufacturing facilities were established in the old "Wheato" building at 316 East 7th St. North. Sales were quite good but were limited only to older cars after the automobile manufacturers started supplying cars equipped with generators and electric lights. It was not long before the demand was too limited to justify continued manufacture.

"BEST-LITE"

Shortly after the NEW-LITE company got into production, a Mr. Bennett designed a slightly different lighting system and formed a partnership with Mr. Earl Gates for its manufacture. As nearly as can be determined, they set up operation on the first floor of the Odd Fellows building. Their success was short lived and they too gave way to the improvements offered by the car manufacturers.

HAWKEYE AUTO PRODUCTS COMPANY

The throttles on the earlier cars were operated by hand only. Most of these were a

short lever mounted near the top of the steering column. This situation led a Mr. Sam Pritchard to develop a foot operated accelerator primarily for the Model T Ford. He came to Newton seeking a manufacturer and promoter. Ultimately, his patent was purchased by Mr. Joe Eyerly of Newton who set up a shop in a portion of the old Brown Machine Shop building. It was not long before all cars were equipped with foot accelerators at the factory and the operation of Mr. Eyerly was discontinued.

MILES MANUFACTURING COMPANY

Mr. E. J. Miles who had operated a bicycle shop in a small building where the Peoples Gas Company office is now located, became the first automobile dealer in Newton. With his sons, Sayre, John and Sam to assist him, the business prospered and as Ford dealers when the Model T was so popular, they built a fine two story brick building at the corner of 1st Avenue East and 2nd Street. The business was eventually disposed of and Mr. Miles started the Miles Mfg. Co. in 1919. They built a new plant at 1000 East 7th Street North which is now occupied by The Dunlap Company. Having a special interest in automobile service and repair, Mr. Miles designed special tools for this purpose. Many of the castings and parts were supplied by Skow Brothers.

There is a very interesting sidelight on the automobile industry which is not generally known. Mr. T. G. Bryant, a

Vice President of The Maytag Company, designed and had built, the first automatic gear shift for automobiles. This was back in 1912. The model was installed on an old Maytag-Mason test car which had only two geared speeds—high and low. The car was started in low and when it gained a certain momentum, it automatically shifted into high. When going up hills, if the power was not sufficient to pull the car, it would shift back to low and as speeds increased on the down grade, it would shift back into high.

It should be explained that Mr. Bryant was an Executive and was not credited with having much mechanical or designing ability. He did have a great interest in automobiles and while his device performed its function, it was extremely noisy during the shifting interval. In all probability this could have been overcome by skilled engineers in this particular field. Subsequent developments prove that he was far ahead of his time.

M & E MANUFACTURING CO. — 1910

The M & E Manufacturing Company was organized in 1910 by a Mr. Elliott who came to Newton from Goldfield, Iowa. They were located in the space formerly occupied by the Miles Bicycle Shop just east of the square on 1st Avenue. Their product was an acetylene gas lighting plant which was offered in several sizes. Electrical service was not yet available to farms and the smaller communities, and

there was quite a demand for a gas lighting system. The M & E company supplied the complete plant including fixtures. This provided a much better light than the kerosene lamps which were in common use at the time. We have been unable to determine the names of the partners but it is understood that Mr. Charles Engle, Mr. Carl Inman and a Mr. Tharp were associated with Mr. Elliott in the venture.

ARTIFICIAL ICE 1910

As near as we can determine, artificial ice was first manufactured in Newton in about 1910. A new cement block building was constructed on the Wilson property located about one hundred yards north of the Rock Island tracks and about fifty yards east of West 4th Street North. The plant was operated by Mr. Hal Wilson and his brother, Mr. Frank Wilson. Modern equipment was installed and the fine clear ice was quite a contrast to the old pond ice which had been used for so many years. Deliveries to homes were by team and wagon. This plant was eventually taken over by Mr. Simon Gates. The operation was discontinued after a disastrous fire.

A new plant was built just south of Sunset Park on 1st St. North. Included in the promoters were Mr. Charles Griebeling, Mr. Will Denniston, Mr. Clarence Brunner and Mr. Roscoe Bradt. The firm was known as Artificial Ice and Cold Storage Com-

pany. Operations continued for several years but capacity was insufficient to meet peak demands and the plant was dismantled. Local requirements were then supplied by Crystal Ice and Coal Company under the management of Mr. H. B. Bunz. This business was owned by Consumers Ice & Fuel Company of Des Moines. The ice was manufactured in Des Moines, transported to Newton by rail and trucks and placed in a large storage plant.

HOG REMEDY — 1913

In about 1913, a local bank employe by the name of Ray B. Gibford, developed a hog remedy which was sold quite extensively by agents and dealers. Mr. Gibford had been raised on a farm and took special interest in the care and feeding of hogs. He founded the Gibford Chemical Company and their product was manufactured and sold under the "SANTO" brand. It is understood the formula was later taken over by another concern.

A similar enterprise was started about the same time under the name of Western Stock Remedy and headed by Mr. Charles Danford. They had a large number of salesmen operating out of Newton and built up quite a dealer organization. They occupied space in the old Brown Machine Shop building west of the Churchill hotel. Seeking additional capital, the operation was moved to Burlington, Iowa where it continued to prosper.

SHENTON PLANING MILL 1915

The Shenton Planing Mill was started by Mr. George Shenton in about 1915. In addition to making custom built cupboards and general mill work, they produced some wood parts for the local factories. They occupied several leased properties and in 1938 the operation was moved to a new building erected by The Jasper Lumber Company adjacent to their yard. In the meantime, two of Mr. Shenton's sons, Fred and Wilbur, became active in the business and took over the management after the death of their father in 1949. The equipment and management was ultimately taken over by The Jasper Lumber Company who continue to operate it under the original name.

NEWTON FOUNDRY — 1920

In 1920 the Newton Foundry was organized to supply gray iron, aluminum and brass castings for various industries. Stock was sold locally with some of the local manufacturers subscribing. Dr. O. N. Green was elected President and general manager and Mr. Francis Kelly became Secretary and Treasurer. A modern foundry was built at about the same site previously occupied by the old Randolph Stacker plant. Over a period of time, there have been six or more foundries operating in Newton but in 1960 only the Newton Foundry Company remains in operation.

CONTINENTAL RADIO 1922

When the great radio industry was born in the early 1920s, an entirely new channel of experimentation and development was opened and it became obvious immediately that an enormous market awaited the producers. With an Electrical Engineering background, Mr. Harry Ogg became deeply interested in this field and organized The Continental Radio Company for the manufacture of "sets." He brought in Mr. Carl Menzer who had done a great deal of experimenting with various types of radio equipment as Chief Designer. They were soon in production on a limited scale and their product gave good performance. Radios at that time were operated by storage battery and when the larger manufacturers came out with alternating current designs which could be plugged into a wall socket, the old sets became obsolete. Assisting in the manufacturing of Continental products were Mr. Percy Van Epps and Mr. Clifton Cammack. Mr. Menzer joined the staff at the University of Iowa where he has since served as a Professor of Electrical Engineering and Director of Radio Station WSUI. Mr. Ogg disposed of his interests to Mr. Earl Bigelow and Mr. Frank Wilson. This experience influenced Mr. Ogg to establish one of the first radio stations in Iowa. This was located in a residence property at 425 North 2nd

Avenue East. At that time, revenues from advertising sponsors were very limited and the venture did not prove profitable. Had the license for radio station W-H-A-T been retained, it would have been very valuable.

WINPOWER MANUFACTURING CO. 1925

In 1925 Mr. Basil Miller developed a farm lighting unit, using a wind propeller for power to operate the generator. This was produced and marketed successfully under the name of Miller Air-Lite. The manufacturing and selling rights along with some equipment were sold to H. C. and E. A. McCardell in 1932. This was the start of the now prosperous Winpower Manufacturing Company. They first occupied a portion of the old Woodrow plant but expansion of facilities became necessary and they moved to their present location at 1207 First Ave. East in 1938. As electrical service became available to a large percentage of farms throughout the country, the demand for individual home equipment diminished. The Winpower management met this situation by expanding into other fields, giving special consideration to farm equipment which could be sold by their established outlets. This included cultivators, steel wagons, post hole diggers and an electric generator to be operated by power take-off of a farm tractor. After discontinuing production of Winpower

generator units, they developed independent generator sets for gasoline, diesel and gas power. These found a ready market as standby equipment for institutions, hospitals, farm, etc. where power failure would have very serious results. The plant facilities have been expanded several times to meet an increasing demand throughout the nation and in many foreign countries.

Present officers of the company are E. A. McCardell, President and General Manager, R. P. Shanks, V.P. in Charge of Production and Engineering, Marion Brinton, V.P. in Charge of Export, F. K. Bauer, Secretary and General Sales Manager, Harold Skow, Treasurer and Office Manager. E. A. McCardell Jr. serves on the Board of Directors and is Manager of Service.

MATTHEWS MFG. CO., 1926

Mr. John S. Matthews built a modern plant at 212 North 4th Ave. West in 1926 and started the manufacture of metal rinse tubs for home laundries. The business flourished and a few years later, Mr. Matthews and his son, John P. Matthews, designed and produced a flexible power shaft to be used with grinding and polishing equipment. Mr. John P. Matthews took over the sole ownership. The demand for rinse tubs fell off sharply with the advent of the automatic type of washer. Production was discontinued and the building leased to The Newton Wholesale Company.

RUBBER STAMPS 1927

The Newton Rubber Stamp Works is owned and operated by Mr. Martin J. Marose of 202 East 14th Street North. Mr. Marose first started making rubber stamps as a side line in 1927 and in 1942 the business had developed to a point where it required his full time and attention. They make all types of rubber stamps and a very large percentage of these are custom made. They also make notary seals and do job printing. Sales are confined largely to the state of Iowa and their products are highly regarded for quality and accuracy.

C. W. SKOW COMPANY 1928

This firm was started by Mr. C. W. Skow, son of Mr. Andy Skow, one of the original Skow Brothers. Mr. Skow had the background of experience in wood working when associated with this department of Skow Brothers. He started making wood caskets and burial supplies. They first occupied a building at 217 West 2nd Street North which Mr. Skow had purchased. The firm also supplied replacement parts for the disc sharpener which had formerly been produced in the old Skow plant. Requiring additional space, the plant was moved to its present location 200 West 11th Street North in 1948. Following the death of Mr. Skow, management was assumed by his son, Mr. Kirby Skow representing the third generation of the Skow tradition in Newton industry.

MAYTAG BLUE CHEESE 1941

A welcome variety to Newton industry was provided by the decision of Maytag Dairy Farms Inc. to market their brand of wonderful Blue Cheese. Following the death of Mr. E. H. Maytag in 1940, ownership rested in Mr. Fred Maytag II, Mr. Robert E. Maytag, and Mr. M. M. Campbell, with Mr. Robert Vance serving the corporation as secretary and treasurer and director. Modern facilities for the manufacture of cheese were established in 1941. The cheese requires 100 days for curing and was not marketed until 1942.

This operation now comprises five farms totalling 1471 acres and 117 additional acres are rented. Four of the farms are dairy farms with 275 to 300 head of pure bred Holsteins. One is a 400 acre beef-feeding farm where 150 to 200 head are fed per year. Approximately 2300 head of hogs are raised and sold annually from the five farms.

The cheese is beautifully packed in 2 lb. and 4 lb wheels and is also offered in 1 oz. wedges for individual servings. The wedges are available in packages of 24 or 48 pieces. All Maytag Blue Cheese is sold by mail with about 80 per cent going direct to customer and 20 per cent to wholesale. It is sold in 50 states and many foreign countries. Packaged Swiss and Cheddar cheese have been added to the line and current production is reported to be between 200,000 and 250,000 pounds per year. As proof of

its excellence, many customers have been sending in repeat orders since "MAYTAG BLUE" was first introduced.

THOMBERT, INC. (1946)

Thombert, Inc., is the outgrowth of a partnership formed in 1946 by Thomas R. and Robert L. Smith, both natives of Newton. Production was first limited to custom woodwork with emphasis on kitchen cabinets with decorative laminated phenolic counter tops. With some background of experience in phenolics and related materials, they began producing gear blanks for washing machines in 1948. The corporation received its charter in 1950 with Robert L. Smith as president and Wilbur E. Edwards as Vice President.

This firm now fabricates gear blanks and other items from Nylon, Teflon, Vulcanized fibre, Polyethylene, Kel-F, and Phenolics. In 1958 they received a license to mold homogeneous polyurethanes and have since added injection molding equipment.

The plant and office are located at 316 East 7th St. North.

THE PONY RIDE COMPANY

In 1948, Dr. J. P. Hull of Newton, acquired the manufacturing and sales rights for the Pony-Ride Merry-Go-Round from the Stanford Aircraft Company of Los Angeles and the patterns, jigs and fixtures moved to Newton for manufacture in the plant of Winpower Mfg. Co. The unit comprised four colorful ponies mounted on steel bars extending out

from a heavy steel center post. It was self propelled by crank pedals attached to each pony, the cranks turning four bevel gears which meshed with the center horizontal drive gear, providing the rotating motion. The diameter was 8 feet 7 inches overall and the height from saddle to floor was 24 inches. It was equipped with ball and roller bearings, all gears competely enclosed and each seat tested to hold 200 lbs. It could be used out of doors or in a recreation room and provided healthful year around entertainment and exercise. This product attracted a great deal of favorable attention at the New York Toy Fair in 1949. The project demanded more time and attention than Dr. Hull could spare from his practice and was subsequently taken over by the Fuller Mfg. Co. of Centerville, Iowa.

L. B. ROBISON COMPANY 1951

After zippers came into very general use, one of our local residents, Mr. L. B. Robison, sensed the need for some form of lubricant which would keep the teeth operating smoothly. After some experimentation, he solved the problem by molding a greaseless and stainless wax preparation into a "pencil" about $\frac{3}{8}$ -inch in diameter and about 3 inches in length. This preparation not only proved effective for its original purpose, but was found useful in overcoming the sticking of doors, windows and drawers. Under the brands of "Zipper

Zip" and "Zipper Ease" it is marketed through retail outlets and has proved very popular with cleaning establishments as a complimentary gift advertising their establishments. The "pencils" are currently being molded in Newton and sent to Monroe, Iowa where the labels are printed and applied, the pencils mounted on display cards, packaged and shipped. Thus, a small but useful Newton product serves to curb temper flares throughout the entire nation.

SALMON'S

1954

Mr. Floyd Salmon, a very skilled interior decorator, started experimenting with improved methods for preserving and refinishing old furniture and wood work. Among his early developments was "Salmon's Liquid New Wood." This product was first sold through Mr. Salmon's retail store. The response was so favorable and the product so satisfactory, he decided in 1954 to market it on a widespread basis through wholesalers and dealers. It is now sold nationwide under the supervision of Mr. Salmon's son, Jerry. Later products developed and sold through the same channels are "Judd's Putty" and "Golden Glaze Antique." The putty is attractively packaged in clear plastic boxes, two colors to the box. With these two colors, it is possible to match or mix all shades found in one surface. "Golden Glaze Antique" is packaged in cans and provides elegant beauty for old or new furniture, walls and woodwork.

DEWARCO — 1956

The Dewarco Company was formed in 1956 as a division of Dealers Warehouse Company of Newton. They acquired the window assembly division of Central Iowa Insulation Company which had been developed by Mr. Max Kreager. The firm manufactures a full line of aluminum combination windows and screens and similar type of aluminum doors. Sales are confined largely to the central states and the business has had steady growth from the start. Currently, they occupy a two story brick building at 307-309 North 2nd Avenue West.

THE GREEN COMPANY

Dr. O. N. Green, a practicing dentist who became ambitious to mold something larger than an inlay for a molar and became President and General Manager of The Newton Foundry Company, showed further versatility as an inventor. Being an ardent golfer, he was among the first to experiment in the development of a golf cart. He went one step further by combining a golf cart and bag in one unit. In substance, the design comprised a rack for the clubs with heads down and held in their respective compartments, providing ease of selection and protecting the handles from damage. The rack was mounted on rubber tired wheels and the unit could be opened to form a firm upright stand with all clubs quickly accessible. Marketing of the "HIGHLANDER" Golf Cart and Bag

was started in 1957 and a patent issued in 1958. Manufacturing was contracted with a firm in Monroe, Iowa and there is promise that this design may ultimately prove very popular. An interesting sidelight on Dr. Green's transition in filling needs instead of teeth, was his design of a very practical folding table leg of steel. Attending a banquet one evening and seated where his shins were barked by the legs of a sawhorse, he was amply inspired to put an end to such suffering. Before sun-up the next morning, he had sketched the design of a folding leg which is now being used by a very large producer of banquet tables. This is a good example of the unpredictable source of an idea.

PIONEER MANUFACTURING & DISTRIBUTING CO.
(1951)

Sensing the urgent need for an improved arm guard to protect meat cutters and packing house workers from injury, Mr. Fred T. Oetjen designed and produced the PIONEER GUARD in January of 1951. Up to that time, the guards in common use were made of leather, would last only about three months and had other objectionable features. The Pioneer guard is made of plastic sheet of 3/32 inch thickness. The blanks are cut to proper shape for molding, placed in a low heat oven to make the material sufficiently pliable, and are then molded on a form. Left on the form until the material has cooled, they retain

their shape. The ends are flared to prevent friction from the wrist action and the overlap allows sufficient spread for quick and easy placement on the forearm. While giving excellent protection to the wearer, the material will not dull the edge of the knife if struck, and according to Mr. Oetjen, some of the original guards still are in use. This product received very favorable nationwide acceptance and attracted the attention of a firm in Cedar Falls which acquired the manufacturing and selling rights in 1957, allowing Mr. Oetjen to devote his attention to his established roofing business.

KIDDI-SEE (1958)

Mr. Roy A. Hough of the highly respected firm of Hough & Sons could not bear the thought of rocking chair retirement and in 1958 designed and copyrighted a very clever game for children which is marketed under the name of KIDDI-SEE. This is a white card bearing illustrations of twenty-four different objects a child is likely to observe while travelling with parents on automobile or train trips. Each player is given a card and pencil and as they see the objects illustrated, they check them off in the space provided and the first player to complete the card is declared the winner. Adults often join in the fun and they are rewarded by having a means of wholesome and educational entertainment to occupy the childrens' time without distracting the attention of the driver. The product is sold

in substantial quantities to service stations, banks, super markets, insurance companies, etc. with advertising imprint for free distribution. Mr. Hough continues his well established mail order sales of Maytag cheese and other food delicacies under the firm name of Roy Hough's Foods.

BROCK'S JOLLY WAGON CO. — 1959

One of the more recent additions to Newton industry is "THE JOLLY WAGON" which was designed by Mr. Kenneth B. Brock. This is a mobile mechanical freezer or ice cream vending unit comprising an insulated cabinet with a capacity of 7.42 cubic feet and a $\frac{1}{4}$ H. P. compressor. It is designed for use with the Cushman truckster chassis and is sold primarily through the 1500 Cushman dealers throughout the United States. During the early introductory period, shipments were made to 27 states and the acceptance has been extremely favorable. Manufacturing is contracted through an outside source but we are hopeful the anticipated expansion may prove attractive to local facilities. Further experimentation is under way under the direction of Mr. Brock and the possibilities for adding allied products to the line are very encouraging.

We digress at this point to pay our respects to the thousands of sales people whose efforts have contributed so much to our progress. Good salesmanship is to industrial growth

as sunshine and moisture are to our crops, and according to an estimate, it requires about fifty hours of sales effort to provide forty hours of productive labor. As a result of intensive sales activity under capable management and direction, Newton products can be found in every part of our country and in many foreign lands. The essential ingredients for the success of any industrial venture are a good product, good workmanship, good management and good salesmanship. We have been fortunate in having these in abundance.

MR. BENJAMIN

It is appropriate that this review include a tribute to a native son, Mr. Bert R. Benjamin who became one of the world's most illustrious designing engineers in the field of agricultural equipment.

The son of Jonathan E. and Louise M. (Boydston) Benjamin, Bert was born December 17, 1870, on a farm in the Wittenberg neighborhood. He attended country school and his experience on the farm inspired him to devote his life to the development and improvement of farm equipment. His achievements constitute one of the greatest personal contributions to the scientific methods now available to agriculture. After attending Hazel Dell Academy in Newton, he was qualified for enrollment in Iowa State College and was awarded a degree in mechanical engineering in 1893, no doubt the first such degree

conferred on one of our native sons. Henceforth his career was with a single company and its successor. Starting as a draftsman-designer of the McCormick Harvesting Machine Co. in 1893, he advanced steadily until his retirement from the International Harvester Co., in 1940, at which time he was engaged in agricultural practice research. Landmarks along the line were his designation in 1910 as superintendent of the McCormick Works experimental department, and in 1922 as assistant chief engineer in charge of Farmall development for the Harvester Company.

During his career Mr. Benjamin was granted 140 patents, equally divided among farm implements, tractors and tractor attachments. It is said that at his retirement no other man active in the industry had so many patent numbers in use on machines in production. Notable among them were developments on the corn binder, knotter for the grain binder, corn shredder, and the cotton picker.

One of his major contributions to mechanized agriculture was development and application of the power take-off, primarily a means of transmitting power by shaft and universal joints directly from tractor engine to mechanism of drawn machine, useful also for driving mounted machines and auxiliary mechanisms. Liberated from the tractor limitations of bullwheel drive and from the power losses of its attendant gear train, machines,

such as the corn picker were made practical for the power take-off.

It was as the "Daddy of the Farmall tractor," a title bestowed on him by his associates, that Mr. Benjamin gave his greatest contribution to the tractor industry and worked the greatest change in American agriculture. His design provided in one tractor a general design easy to control accurately in row-crop work, a full line of attachments or mounted implements for planting, cultivating and other operations in row crops, and at the same time, an adequate and convenient source of power for drawbar work.

Retired from his regular activity at the age of 70, Bert Benjamin was not one to be "turned out to pasture" and idleness. He passed his 90th birthday last December and still remains active and alert. Several patents have been issued to him since his retirement and he continues to engage in the challenge of creating new products. In the spotlight of fame he has retained the modesty typical of an Iowa farm boy and his greatest reward is the satisfaction in knowing that many generations of farm boys and the agricultural industry will benefit from his great achievements.

If no use is made of the labors of the past ages, the world must remain always in the infancy of knowledge.

—Cicero

SUMMARY

There are many spokes in the wheel of fortune or destiny which has propelled Newton to its position as a modern and progressive industrial center. Thousands of men and women have contributed in great measure to this achievement altho a comparatively small number have received recognition and acclaim. As previously revealed, this wheel has traveled over the rough terrain of disappointment, discouragement, sacrifice and disaster; but what is important, it has continued to move forward. We owe a debt of deep and sincere gratitude to those who are mutely represented by these spokes. And what of the hub of this wheel? It surely must bear the imprint of "SKOW BROTHERS" who first planted the fertile seed of industry in the rich and productive soil of our community.

During the fifty years ended in 1960, Newton industry has progressed steadily from total industrial employment of five hundred with an annual pay roll of about half a million dollars, to six thousand employes with an annual pay roll of approximately twenty-five million dollars. We have had a bountiful harvest.

Be assured pioneering did not die with our former generations. As new areas of explor-

ation develop according to our needs and discoveries, pioneering will continue to be a stimulating and challenging experience. With the current advantages of fine research and development facilities, skilled engineering, well equipped modern plants, experienced personnel and capable management, the promise is bright for continued growth. To assure this however, perhaps we should revive the slogan which served to inspire our sturdy forebearers.

Back in their day of the "horse and buggy" there were two large watering tanks located on the public square and in bold white letters they bore the inscription,

"KEEP YOUR EYES ON
NEWTON"

He only is exempt from failures who makes no efforts.

—Whately

Sometimes a noble failure serves the world as faithfully as a distinguished success.

—Dowden

Most of our misfortunes are more supportable than the comments of our friends upon them.

—Colton

All history is but a romance, unless it is studied as an example.

—Croly



Old Jasper County Courthouse—1903



